 Kevin Shane

*Other Interesting Information:*

*-He graduated from Babson College in Entrepreneurial studies.*

*-He said that by putting a lot of information on a shirt it makes it look ugly so he decided to put it on the inside.*

*How did he get started?*

*- He got started in 2004 when he designed the "Telmé more" concept. The story on the inside concept came about when Shane was designing his graduation t-shirt as a souvenir for his family and friends. He decided to put information in a spot where it was easily accessible yet not crowding the outside.*

*What Type of Business?*

*-Producer and intermediary.*

*Description of Business:*

*-He created a business in which he puts designs such as local map, song, story, or quote that are printed on the INSIDE of the shirt.*

*What is he Doing Now?*

*-He is struggling with the website portion of his business but he is currently trying to attract the attention of a large retail store. He has also expanded Telmé Clothing's inside-out product line to encompass sports, music, hobbies, and holiday themes as well as custom orders.*

*Telmé Clothing Website Link:*

[*http://www.telmeclothing.com/home.html*](http://www.telmeclothing.com/home.html)